

IMPULSE PURCHASE SYSTEM FOR PAY TELEVISION

Abstract

5 In a pay television system, the choice and the confirmation of an impulse purchase
are performed by the user on presentation, by means of a screen, of a grid of
programmes. The selection by this user of a particular programme of his choice from
the grid is subsequently confirmed in the system by an entitlement management
message, this message being specific to an impulse purchase. In order to authorize
the immediate screening of the selected transmission, the entitlement management
10 message specific to an impulse purchase is contained in the data tied to the
presentation of the grid.